ROLL NO. _____

Code: AT77   Subject: E-COMMERCE

AMIETE – IT (NEW SCHEME)

Time: 3 Hours   **JUNE 2012**   Max. Marks: 100

PLEASE WRITE YOUR ROLL NO. AT THE SPACE PROVIDED ON EACH PAGE IMMEDIATELY AFTER RECEIVING THE QUESTION PAPER.

NOTE: There are 9 Questions in all.

- **Question 1 is compulsory and carries 20 marks. Answer to Q.1 must be written in the space provided for it in the answer book supplied and nowhere else.**
- **The answer sheet for the Q.1 will be collected by the invigilator after 45 minutes of the commencement of the examination.**
- **Out of the remaining EIGHT Questions answer any FIVE Questions. Each question carries 16 marks.**
- **Any required data not explicitly given, may be suitably assumed and stated.**

Q.1   Choose the correct or the best alternative in the following: (2×10)

a. Purchasing and procurement transactions are a major part of the _____category of e- commerce.

   (A) B2C   **(B)** B2B
   (C) C2B   **(D)** P2P

b. The_____ of e-commerce has "forced" changes in the strategic planning process.

   (A) speed   **(B)** complexity
   (C) size   **(D)** expense

c. In an attempt to react effectively to the dynamic e-commerce market, firms are focusing upon:

   (A) computerized strategic planning.
   (B) the elimination of strategic planning.
   (C) the use of "simple rules".
   (D) replacing strategy with vision.

d. Under the process of _____ strategy, strategic decisions are made by the same front line executives who will implement it.

   (A) emergent   **(B)** interactive
   (C) customized   **(D)** sense and respond

e. The site's ability to enhance user-to-user communication is at the core of interface:

   (A) customization   **(B)** connection
   (C) community   **(D)** communication

f. E-bay would be best described as a site that is

   (A) product- dominant   (B) information- dominant
   (C) service-dominant   (D) category- dominant

g. All of the following are part of the 7Cs framework EXCEPT:

   (A) context   (B) capital
   (C) community   (D) connection.

h. The interface is:

   (A) a virtual representation of a firm's value proposition.
   (B) a visual representation of a firm's value proposition.
   (C) a means of answering questions for prospective customers.
   (D) all of the above.

i. Passwords are applied to files in order to

   (A) assist in maintenance.
   (B) speed us access
   (C) prevent unauthorized access
   (D) allow encryption.

j. A proxy server is used as the computer

   (A) with external access   (B) acting as a backup
   (C) performing file handling   (D) accessing user permissions.

Answer any FIVE Questions out of EIGHT Questions.
Each question carries 16 marks.

Q.2   a. What is the difference between e-business and e-commerce?   **(5)**

   b. What are the different constraints in the progress of e-commerce?   **(3)**

   c. Explain the Business to Consumer (B2C) model of e-commerce.   **(8)**

Q.3   a. What do you mean by internet connectivity? What are the different
   Modes of getting connected with the internet? Also compare their features.   **(8)**

   b. What are software agents? Explain it's applications and types.   **(8)**

Q.4   a. Explain the browsing behaviour model.   **(8)**

b. State the rules that are applicable for marketing strategy on the web.   **(8)**

Q.5   a. E-commerce is prone to several kinds of security breaches. Explain any four
.   **(4)**

b.   Explain the following two modes of e-cash:
(i)   Anonymous mode
(ii)   Identified mode   **(6)**

c.   Describe the security schemes adopted in SSL and SET.   **(6)**

Q.6   a. What do you understand by E-Customer Relationship Management? Explain how
customer loyalty can increase using the web.   **(8)**

b.   Explain the four major decision areas in supply chain management.   **(8)**

Q.7   a. While planning an e-commerce project, who are the people involved in the
planning process.   **(8)**

b.   What are the seven dimensions of E-commerce strategy? Explain.   **(8)**

Q.8   a. What are the advantages & disadvantages of m–commerce?   **(8)**

b.   Discuss different security issues pertaining to Cellular Technology.   **(8)**

Q.9   a. How can the children be protected from cyber porn?   **(5)**

b.   Why cookie can compromise privacy? State how one can protect oneself against
cookies?   **(5)**

c.   Briefly discuss website goals and objectives.   **(6)**